

Amendments to the Claims:

This listing of the claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claim 1 (currently amended): A sales and presentation area having an outer sales and presentation region and an inner sales and presentation region being arranged in such a way that an essentially annular region is defined between said outer sales and presentation region and said inner sales and presentation region, wherein said annular region is rotatably mounted in the horizontal direction with the outer diameter of the annular region being limited to a maximum rotational speed of 2.5 cm/sec and divided into ring segments, and a lifting and lowering device is provided over which said ring segments slide in the course of the rotational movement of said annular region and on which said ring segments rest during a standstill of said annular region for moving said ring segments in the vertical direction.

Claim 2 (canceled).

Claim 3 (currently amended). The sales and presentation area according to Claim 1, wherein rooms, into which the ring segments may be pushed in the radial direction if the lifting and lowering device is correspondingly lowered, are provided below the inner and outer sales and presentation ~~region~~ regions.

Claim 4 (currently amended): The sales and presentation area according to Claim 3, wherein ~~multiple~~ said rooms, into which the ring segments may be pushed in the radial direction if the lifting and lowering device is correspondingly lowered, are positioned one below another under the inner and outer sales and presentation ~~region~~ regions.

Claim 5 (canceled).

Claim 6 (currently amended): A shopping mall having a first sales and presentation area according to Claim 1, wherein a second sales and presentation area is located adjacent to said

first sales and presentation area, said second sales and presentation area having an associated second lifting and lowering device, whose the respective annular regions region of each sales and presentation area nearly touch in the region of touching the respective lifting and lowering device.

Claims 7-8 (canceled).